

Omaha Folk Reap the Benefits at Bennett's of the Most Powerful

Buying Organization in Retail Merchandising

We believe it interesting news to every reader to learn why a store such as Bennett's can and does have very extraordinary bargains day after day, week after week, throughout the year. Why we can so often advertise merchandise greatly under price and still make a profit has been often discussed, but rarely understood by the large majority. Today we are going to give you a few inside facts.

What is known as one of the strongest, if not the most formidable, buying syndicate in New York is the J. E. Manix Co., at 320 Church St. This organization is the representative of fifty great stores throughout America, representing a capitalization of many millions of dollars. An army of expert buyers work unceasingly in the search for under-price merchandise. Every avenue of trade is ransacked for bargains. No lots are too big if price is low enough. Entire mill, wholesale and import surplus stocks are sometimes bought. These goods in turn are distributed among the stores affiliated with the organization. Bennett's enjoy the distinction of being one of its biggest clients. Not a day passes but shipments arrive that are the direct result of this concentrated effort. These are some of the methods we employ to bring the best bargains here. The unsettled conditions in jobbing and wholesale lines, owing to unseasonable weather this spring has compelled many concerns to turn to this influential institution for an outlet for their overstocks.

Monday's sales touch the highest pinnacle of value giving we have seen. All Omaha benefits. We ask smaller profits than most stores do, but make up in increased volume of sales.

A Notable Purchase of Women's and Children's Lingerie Dresses and Misses' Graduating Gowns

An exposition and sale of dresses of the daintier kinds, the very select creations of a designer of great distinction. Rarely do you find a sale on lines that are so far above the commonplace. Exclusiveness and quiet elegance is reflected in every one. Each one was made for the most exacting trade and is fresh and crisp. The summer girl, the fair graduate and the little girl of 6 to 14 years, too, can revel in daintiest of new styles while these very alluring prices lend enchantment. First choice tomorrow.

Women's Lingerie Dresses of fine mull, with Venice lace panel front and three rows of lace insertion and tucks in wide flounce, the price **\$7.95**

Women's Mull Dresses—Very charmingly made with wide filet lace bands front and around about flounce; has a dainty yoke; neatly finished **\$10**

New Tunic Dresses of mull; the over-drape is in pointed design, with lace insertions; lace medallion yoke; a very clever and pleasing design **\$12.50**

All Over Embroidery Tunic Dresses—Of fine English eyelet design; made with low neck and short sleeves; the under flounce is lace trimmed—the price is **\$19.50**

Women's Lingerie Dresses of the sheerest materials; has a knee deep embroidery flounce, with fine tucks and lace insertions, special **\$25.00**

LITTLE GIRLS' DRESSES—\$2.95—Made of fine lawn, round yoke, lace insertion and hemstitching; pleated skirt with folds; Gibson effect, with embroidery shoulder straps, belt collar and cuffs.

Low square cut neck and three-quarter sleeves; lace insertion and tuck trimming.

LITTLE GIRLS' DRESSES—\$3.95—Made of fine lawn, with cluster tucks and rows of Val. insertion alternating across front. Dress with yoke of fine tucks and lace insertion and lace trimmed sleeves.

Dress, French waist effect, with hand embroidery and lace insertion yoke—front tucked in clusters from yoke to bottom of waist.

LITTLE GIRLS' DRESSES—\$5.95—Made of very sheer lawn, round, shirred yoke; blind embroidery and lace insertion of daintiest pattern, row embroidery insertion at bottom.

CONFIRMATION DRESSES—\$6.95—Made of finest India linen; low, square neck and short sleeves; three rows embroidery insertion alternating with cluster tucks, ribbon belt, long French effect; pleated and tucked skirt.

EMBROIDERY DRESSES—\$7.95—Made with deep embroidery flounce skirt; Gibson style with embroidery straps over shoulder; low, square neck and short sleeves; also several other handsome models.

Princess Slips—Of lawn and batiste—snug form-fitting garments to lighten the slender effect when worn under

thin dresses, **\$1.95 \$2.95 \$3.50 \$4.50 to \$7.50**

White Cambric and Nainsook Petticoats—A very large new line of high grade garments; made in elaborate effects of lace and embroidery **\$2.50 \$3.50 \$4.95 \$6.50 and \$7.50**

For the Graduate—Put the worries and anxieties of making your graduation frock aside—All the exclusiveness any modiste could give you is found here, and at a third the cost—Nothing could be daintier than these we show tomorrow; they simply baffle description; the picture conveys an idea of their wondrous charm—they are fresh from the makers, and immaculate snowwhites, at—**\$7.95 \$10 \$12.50 \$15 \$19.50**



Silk Prices Topple to Lowest Point

The Silk Section will be the Mecca for hundreds of shoppers tomorrow. The joy and satisfaction of a pretty silk dress are yours at very small cost if you make a choice from these three lots. They represent the newest of the season's weaves. We own they're considerable less than their worth and you are invited to share in the good fortune.

FOULARD AND PONGEE SILKS—Without counting we judge there must be about fifty patterns, very beautiful and pleasing Foulards, in neat dots, figures, dashes, etc. The colorings are those in greatest vogue. The pongees are in natural tan shades, diagonal and two-tone effects—all 24 and 27 inches wide and considered good dollar qualities—our Monday price **58c**

Other Lots in Monday Sale are Grouped as Follows:

\$1.00 Brocaded Silks.....	3,500 yards best silks of today
\$1.00 Printed Warp Silks.....	in all leading shades.....
85c and \$1 Foulard Silks.....	\$1.25 Genuine Rajah Silks.....
85c Black Wash Silks.....	\$1.35 Genuine Salome Silks.....
75c Messalines and Taffetas.....	\$1.00 Genuine Tokio Silks.....
75c Plain Bengalines, all colors	\$1.00 Genuine Pongee Silks.....
69c Plain Kimono Silks.....	\$1.00 Colored Diagonal Silks.....

The Newest Summer Wash Fabrics—We have them all; the cotton, the silk mixed, the all linen materials; for dainty summer frocks, for vacation dresses, for coats and for suits.

New French Gingham, at 25c

Egyptian Tissues—In broadest variety of patterns, at yard **25c**

Poplins and Repp Suitings—300 pieces, in all shades and textures, **25c 39c 59c**

Seco Silks—Silk mixed fabrics, yd., **25c**

ALL LINEN SUITINGS
Over 100 Pieces, Every Shade and Texture.

35c Dress Linens, 17 1/2c
50c Dress Linens, 25c
19c Dress Linens, 4 1/2c
\$1.25 Dress Linens, 62 1/2c

At Half

Monday the Great Sale of Over 900

CLOCKS

From Illinois Jewelry Co. Bankrupt Stock

Practically every kind of a metal clock is embraced in this wonderful assortment, all fully guaranteed time keepers, of course. For example, you have choice of 24k gold plate clocks, real Syrian bronze, Japanese bronze and upright fancy cases with bronze ornaments. Ivory or porcelain dial, visible escapement, etc. 8-day, half hour strike and gong.

Clocks worth \$3 to \$125... at 50c on Dollar

One Day Clocks

24-kt. Gold Plate Clocks; perfect in every detail; \$4.00 values, sale price **\$2.00**

24-kt. Gold Plate Clocks; very handsome, \$5.75 values, our sale price **\$2.90**

24-kt. Gold Plate Clocks; regular retail price \$3.50, sale price **\$1.80**

24-kt. Gold Plate, Repeating Alarm Clock; usual \$6.00 line, Monday **\$3.05**

24-kt. Gold Plate Clocks; intended for \$5 selling; we can now offer them at **\$2.50**

Large Syrian Bronze, 8-day Clocks; worth \$19.00, sale price **\$9.40**

Eight Day Clocks

Mantel Clocks with steel frame; 8-day; regular \$10 values, our price **\$5.00**

Bronze Clock; large on base, with large bronze figure on side, worth \$34.00—now at **\$12.75**

Real Japanese Bronze Clock; worth \$18.00—our Monday price **\$9.00**

Syrian Bronze Clocks; handsome design; 8-day time; regular \$6.00 value, **\$1.95**

One large quarter sawed oak Hall Clock; height 7 ft., 9 inches; width 25 inches; brass weights, moon phases, half hour strike, tubular gong; \$125 value, at **\$65**

Linens, Domestic, Etc., Sharply Cut

64x70 Bleached Table Damask—Look like fine linen and has great wearing qualities; easily laundered, too, the usual 50c grade—yard, at **32c**

All Linen Cream Damask—Beautiful \$1.00 goods, extra heavy; very newest designs; some with double borders; full two yds. wide—never less than \$1.25—now at **79c**

All Linen Napkins—In a large range of patterns—full 22-inch Napkins; dinner size; you pay \$2 a doz. anywhere for such as these—now at **\$1.25**

Huck Towels—At very low prices; two cases of them; 25c kind; 22x46-inch and heavy, serviceable towels. The 16c kind, at **10c**

Crash Toweling—Linen finish goods, 17 inches wide, with blue borders; 7 1/2c quality, yard **5 1/2c**

Bed Spreads—A full third less; either hemstitched or fringed spreads; square or cut corners; large, \$1.49 kind; excellent patterns—now at **98c**

White Goods—Way down—All new, fresh summer goods, in checks, stripes, floral and block patterns; light and heavy; 19c and 25c fabrics; unloading at, each **15c**

Bleached Cambric—Finished specially for fine underwear; 36 inches wide; 15c value, at **10c**

Bleached Sheet—2 yds. wide; unusually heavy and strong; best 30c goods—now at **22c**

Bleached Sheets—Made of heavy muslin; 2 1/2-inch hems at top and 1-inch at bottom; \$1x90-inch, 75c Sheets, at **50c**

72x90-inch, 66c sheets, 39c

Dress Accessories Cost Less Monday

Our unusual buying advantages has brought these much wanted fixings at sharply lessened prices. You'll need them now or soon. They are temptingly arranged tomorrow.

Fancy Neckwear—Samples Dutch Collars, Jabots and Stocks; values to 35c—**10c**

Venise Jabots, Collars and Stocks—Fine line; values to 50c, at **25c**

Vellings—Tuxedo and Russia Nets; all colors, worth 25c, at yard **10c**

Ruchings—Black and colors; 25c goods, per yard, at **10c**

Ribbons—Moire, taffeta and Dresden; all shades; values to 39c, for **19c**

Hair Braids—24-inch; worth \$1, at **49c**

Hair Nets—Full size; 10c usually, at **5c**

Pearl Buttons—Nice, clear, white, 10c kinds, at **5c**

Austrian China White Dinnerware

Exact reproductions of Haviland & Co. famous "Ranson" pattern. Only by the trade mark can it be detected from Haviland goods—A complete 100-piece dinner set—All white Ranson pattern, **\$14.98**

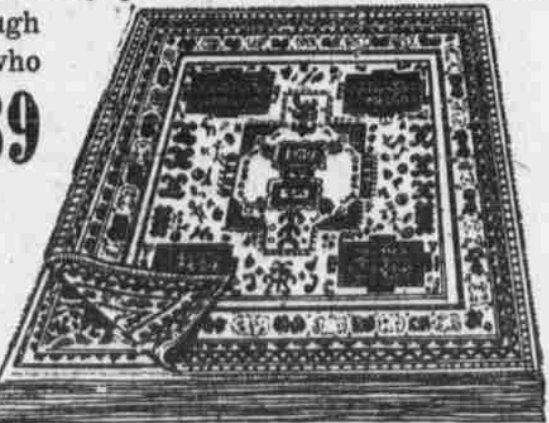
Tea Cups and Saucers, dozen \$2.00
Dessert Dishes, dozen \$1.50
Plates, Dinner size, dozen \$2.25
Plates, Breakfast size, dozen \$1.85
Plates, Tea size, dozen \$1.50
Plates, Soup size, dozen \$1.00
Plates, Bread size, dozen \$1.00
Oatmeal Saucers, dozen \$1.50
Sauce Boats, each 75c
Chop Dishes, each 75c
Fruit Dishes, dozen \$1.00
Sugars, large size, each 45c
Sugars, small size, each 35c
Creamers, large size, each 35c
Creamers, small size, each 30c
Spoon Trays, each 35c
Covered Dishes, each \$1.25
Casseroles, each \$1.25
Salads, both sizes \$1.25

Alex Smith & Co., Sanford & Biglow Rugs at Lowest Known Prices

All the high grade domestic rugs. Well known standard makes were never more cheaply priced. Ours are rich Oriental and floral designs, absolutely perfect in every way. They are full 9x12 feet in size and beautiful enough to grace your best rooms. Through our New York office, who bought up an immense lot at a fraction of their worth, we can now offer Alex. Smith & Co. \$30.00 **\$17.89**

Axminster, full 9x12-foot rugs Monday for **\$17.89**

High Grade Wilton Room Rugs—Shuttleworth, Bagdad and Trievan Wiltons, in conventional and oriental designs. Nothing to equal these rugs made in America. The values are astounding. Such rugs sell freely at \$45.00 and \$50.00 regularly. They are shown in full room size or 9x12 feet. The colorings are gorgeous and harmonious. All rug buyers will recognize the bargain, for our price is but **\$29.50**



Iron Beds—All 2 1/2-in. posts, special at **\$17.75**, \$18.50, \$19.75

Iron Beds—Venise Marten design, special at **\$22.98**

3-in. post, \$15.00 beds at **\$9.25**

Spring—Solid tube, link fabric, top, special at **\$9.25**

Mattresses—15-lb., cotton felt, full size, art tick covering, \$10.00 value, special at **\$7.50**

All Leather Couches at 25% discount.

Knicker Suiting—Samples, Oak, mahogany, any, in leather, silk, plush—values at **\$8.65**

All Children's—**25% Discount**

Bed Room Chairs—**15% Discount**

Reception Chairs—**25% Discount**

Taborettes, all at **25% Discount**

Mission Library Set—4 pieces, table, rocker, chair and foot stool, full size, at **\$8.65**

AXMINSTER RUGS

25c.00 Rugs, 8-3x16-6 ft. **\$14.89**

15c.00 Rugs, 6x9 ft. **\$11.75**

10c.00 Rugs, 4-6x7-6 ft. **\$6.75**

4-5.00 Rugs, 3-6x7-2 inches, **\$2.59**

2-7.50 Rugs, 27x54 inches, **\$1.58**

1-17.50 Rugs, 22x36 inches, **\$1.19**

Mill ends Curtain Goods, for sash curtains, each **1c**

PORCH CARPET

Monopole, German import, in popular grass green; 27, 36, 54 and 72 inches wide, per sq. yd., **75c**

Porch Shades With cord and pulleys: 6-ft., **79c**; 8-ft., **89c**; 10-ft., **\$1.19**

S. & H. Trading Stamps, as usual, every time.

Val. Laces, 25c Dozen Yds.

Here's a find for Monday shoppers: Val. Laces and Insertions—200 doz. many excellent patterns, worth 50c and 60c, per dozen, at **25c**

16c Fr. and Ger. Val Laces, yard, 50c
16c Fr. and Ger. Val Laces, 7 1/2c
15c Fr. and Ger. Val Laces, 12 1/2c
15c Fr. and Ger. Val Laces, 17 1/2c

Allover Laces

Venise and Net Allovers—white, cream and colors; 20 to 45-inch; plain, figured and dotted; fine waists, values to \$2.00 a yard, at **79c and 49c**

Fine Laces at Half

Venise, Irish Crochet, Princess, Duchesse and other popular lines, in lace, edges and galloons—all half regular prices

Nainsook Embroidery—3 to 7 inches wide, values to 20c—at, yard, **10c**

Groceries

Monday and Tuesday Special Offerings

Bennett's Capitol Flour, per sack, at **\$1.50**

Coffee Special—Bennett's Breakfast 2 lb. cans, per can **40c**

Bennett's Reliable Coffee, pound 30c

Teas, assorted kinds, pound, **40c**

Tea Siftings, pound, **15c**

Capitol Pure Pepper, 4 lb. cans, **19c**

Rex Corned Beef, No. 2, can, **32c**

Armour's Shield Brand Beef, jar 10c

Jap Rice, 10 grade, 5 lbs. for, **25c**

Colman's Mustard, small can, **5c**

Fould's Egg Noodles, Macaroni, pkg., at **5c**

Ivory Soap, 6 cakes for, **25c**

French-American Soap, 20c cans 15c

S. W. C. Table Syrup, 1 1/2 jars 10c

Putnam Fruit Jelly, jar, **10c**

Diamond C Soap, 8 bars for, **25c**

Dutch Hand Soap, 3 bars for, **25c**

Spotlight Matches, 20 boxes, **25c**

Cheese, Full Cream, pound, **20c**

Cheese, Virginia Swiss, lb., **25c**

Parrell's Best Sugar Syrup, 10c

Pickles, assorted, bottle, **10c**

Royal Honey, 1 lb., **10c**

Sterling Gloss Starch, 6 lb. box, **50c**

Hartley's Pure Orange Marmalade, 10c

Hypo Washing Powder, 7 pkgs. for, **25c**

Capitol Wire Cloth, 20 cans 15c

Hubbard Squash, 10c cans for, **10c**

Monarch Applesauce, No. 2, can, **25c**

Wall Paper

Two car loads of fine wall paper on sale this week. A purchase of \$5,000 worth of all grades of papers at lowest figures in the trade.

Wall paper for any room in the house can be bought for less at Bennett's than you believed possible.

IT'S THE STRONGEST SALE THIS DEPARTMENT EVER HAD.

The entire week will be one of bargains.

Handsome Duplex, 50c papers, during the week at, per roll, **35c**

Ingrain Papers, all colors, regular 35c goods; sale price, roll, **10c**

With cut-out flittered borders at 7 1/2c a yard.

Bedroom Stripes, always 15c roll, thousands of rolls—at, each, **9c**

Kitchen Blocks, usually 9c, will be 6c

Wainscots, worth 45c a yard, will be 35c

(All best colors to show you.)

Mouldings, light or dark oak, ft., **20c**

Plate Moulding, 3-inch, 18 1/2c value—at, per foot, **12c**

We cannot promise to deliver goods same day of purchase, but there will be no long delay. Extra salespeople will be provided.

We do Painting and Paper Hanging.

Ridiculously Low Prices on Fine Books

Replenish your library now—Not likely you'll have another opportunity to stock up so cheaply. Standard sets by world famous authors—in cloth, 3/4 Lea., and full leather bindings.

Sub. Price.	Our Price.	Sub. Price.	Our Price.
Ainsworth, 8 vols., 3/4 Lea., \$35.00	\$ 7.25	Longfellow, 10 vols., full Lea., \$75.00	\$15.00
Burns, 6 vols., 3/4 Lea., \$35.00	\$ 7.25	Lamb, 8 vols., 3/4 Lea., \$75.00	\$15.00
De Maupassant, 10 vols., 3/4 Lea., \$49.00	\$ 9.50	Mohr, 18 vols., 3/4 Lea., \$72.00	\$14.00
De Musset, 10 vols., 3/4 Lea., \$49.00	\$ 9.75	Orient Tales, 15 vols., cloth, \$75.00	\$14.50
Dickens, 20 vols., cloth, \$150.00	\$15.00	Poe, 10 vols., 3/4 Lea., \$49.00	\$ 9.75
Dickens, 20 vols., 3/4 Lea., \$150.00	\$15.00	Plato, 3 vols., 3/4 Lea., \$15.00	\$ 3.50
Emerson, 6 vols., 3/4 Lea., \$25.00	\$ 5.50	Peppys' Diary, 4 vols., 3/4 Lea., \$25.00	\$ 5.25
Emerson, 6 vols., 3/4 Lea., \$25.00	\$ 5.50	Shakespeare, 20 vols., 8-8, \$69.00	\$11.50
Fielding, 6 vols., 3/4 Lea., \$30.00	\$ 6.75	Shakespeare, 20 vols., 3/4 Lea., \$69.00	\$11.50
Gibson, 2 vols., 3/4 Lea., \$25.00	\$ 5.25	Stevenson, 10 vols., 3/4 Lea., \$30.00	\$ 6.25
Goethe, 7 vols., 3/4 Lea., \$30.00	\$ 7.50	Sterne, 6 vols., cloth, \$25.00	\$ 5.25
Hawthorne, 5 vols., 3/4 Lea., \$35.00	\$ 7.50	Sterne, 6 vols., 3/4 Lea., \$25.00	\$ 5.25
Hawthorne, 5 vols., cloth, \$35.00	\$ 7.50	Schiller, 5 vols., 3/4 Lea., \$20.00	\$ 4.50
Irvine, 10 vols., 3/4 Lea., \$45.00	\$10.25	Taine's Eng. Lit., 4 vols., 3/4 Lea., \$21.00	\$ 4.50
Irish Lit., 5 vols., 3/4 Lea., \$32.00	\$ 6.25	Travel Library, 8 vols., 3/4 Lea., \$21.00	\$ 4.50
Kingsley, 7 vols., cloth, \$25.00	\$ 5.75	White, 10 vols., cloth, \$33.00	\$ 6.50
Kingsley, 7 vols., 3/4 Lea., \$25.00	\$ 5.75	World's Best Poetry, 5 vols., cloth, \$24.00	\$ 4.75
Longfellow, 10 vols., 3/4 Lea., \$45.00	\$ 9.50	World's Best Poetry, 5 vols., 3/4 Lea., \$24.00	\$ 4.75
		World's Great Lit., 10 vols., cloth, \$40.00	\$ 8.00

Sale Box Stationery

A purchase of 2,500 boxes of the salvage stock of Chas. Weyand & Co., of N. Y. High grade linen, bond and satin finish papers, in attractive boxes. Such goods as these are well worth 50c, 39c and 25c; Monday all go in three groups at **19c, 15c and 10c**

Exceptional Bargains on Patent Leather Pumps

A Saturday morning shipment of 300 pairs of stylish summer pumps that's going to create great excitement Monday when they go on sale. It's a purchase of epic and span new footwear. Not odds and ends, not jobs, but stylish, up-to-date pumps with a complete line of sizes and widths.

They are patent colt, ankle strap pumps with patent leather bow; short vamps and Cuban heels. The dresiest kind of summer shoes. Every pair perfect, and \$2.50 value—Monday, **\$1.45**



\$30 Peninsular Coal Ranges \$16.98

Advance style, No. 3 top, large oven and duplex grate. A great bargain.

15c Rubber Hose, per foot, 10c	Bath Tub Seats for Wire Carpet Beaters, 19c
Lik Wash Boiler, No. 2, \$1.19	Sleeve Irons, 25c
45c Lawn Rakes, 25c	Grass Hooks, 25c
\$1.25 Mail Boxes, 89c	Screen Wire Cloth, square foot, 20c
Enamel Sink Strainers, 19c	Screen Doors, slightly soiled, 50c